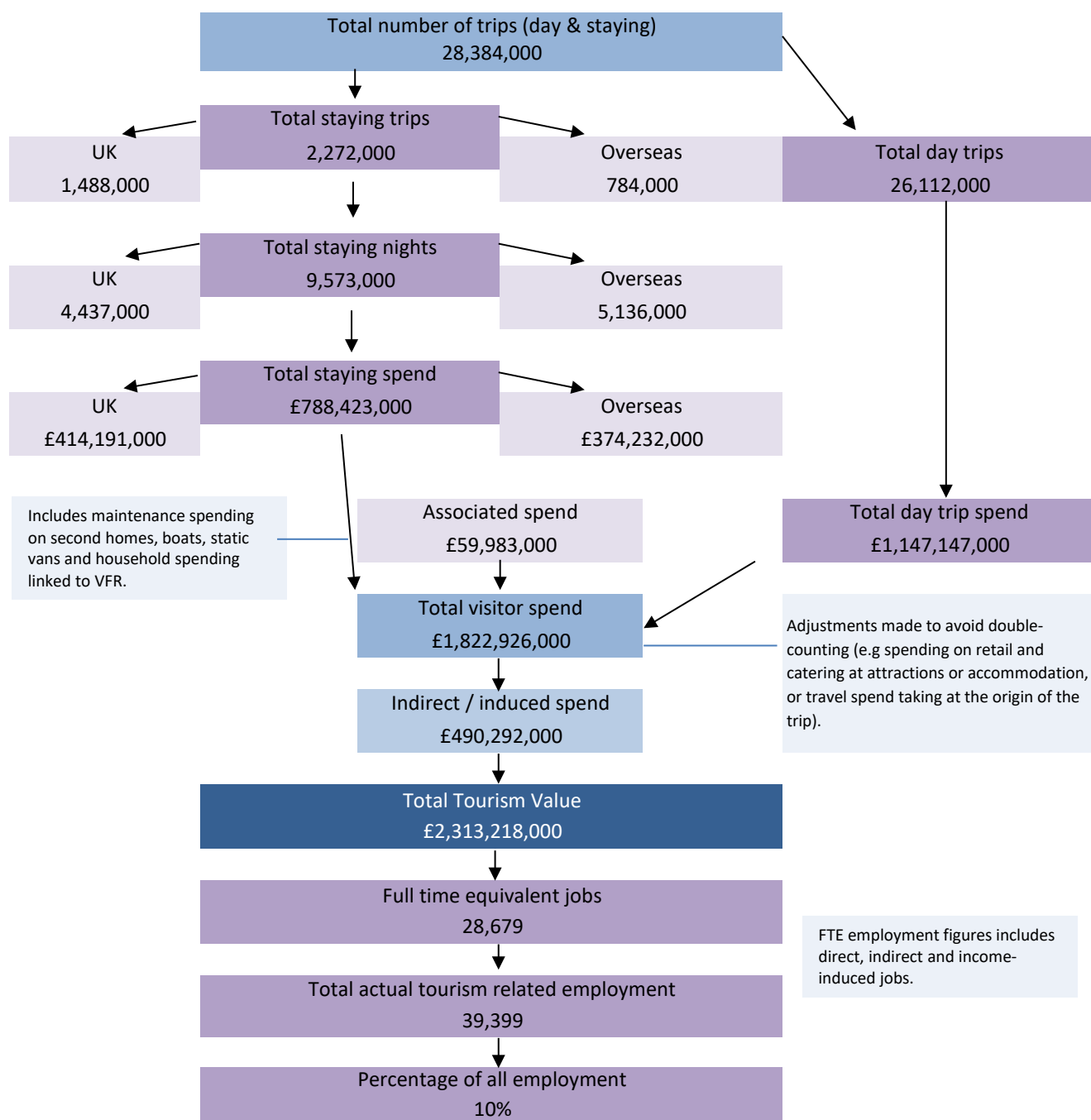


Economic Impact of Tourism – Headline Figures

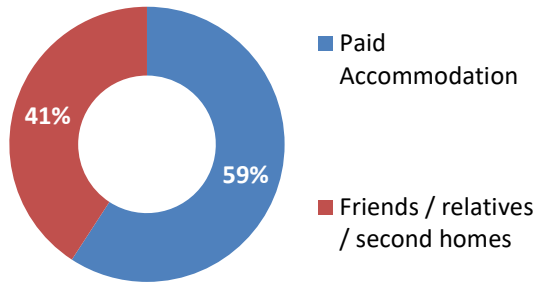
Oxfordshire - 2023



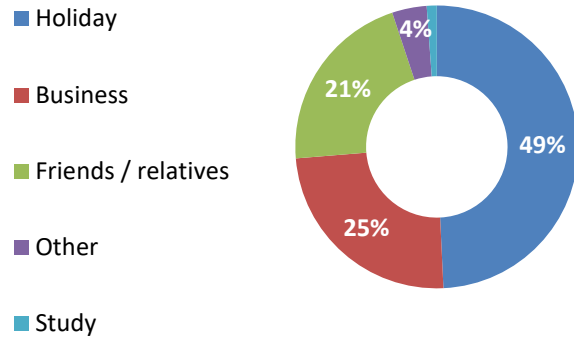
Economic Impact of Tourism – year on year comparisons				Year-on-year comparison	Pre-pandemic Nominal value*	Pre-pandemic Real-term value*
	2023	2022	2019	2023 v 2022	2023 v 2019	2023 v 2019
Day Trips						
Day trips volume	26,112,000	24,170,000	28,077,232	8%	-7%	-7%
Day trips value	£1,147,147,000	£1,070,930,000	£1,235,775,529	7%	-7%	-10%
Overnight trips						
Number of trips	2,272,000	2,285,000	2,843,000	-1%	-20%	-20%
Number of nights	9,573,000	9,133,000	10,533,000	5%	-9%	-9%
Trip value	£788,423,000	£743,377,000	£824,301,000	6%	-4%	-11%
Total value	£2,313,218,000	£2,169,700,000	£2,473,779,150	7%	-6%	-9%
Actual jobs	39,399	36,969	42,144	7%	-7%	-10%

Nominal values (not taking inflation into account). Real terms values (adjusted for inflation)

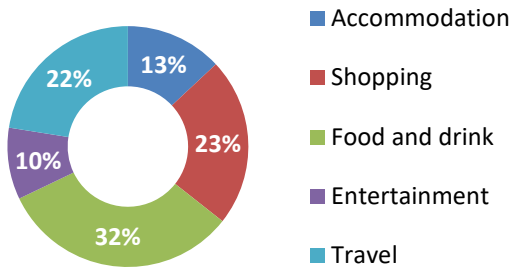
Type of Accommodation



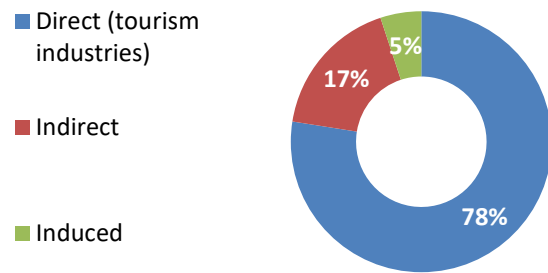
Trips by Purpose



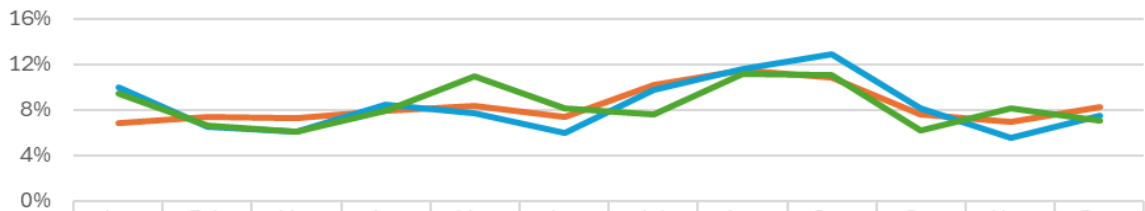
Breakdown of Expenditure



Type of Employment



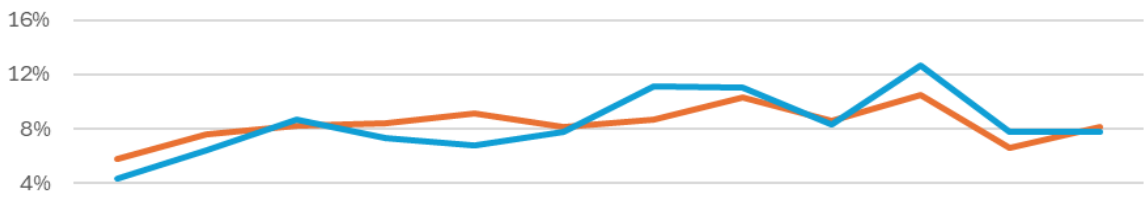
Domestic Overnight Trips - South East of England - 2023



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	7%	7%	7%	8%	8%	7%	10%	11%	11%	8%	7%	8%
Nights	10%	7%	6%	8%	8%	6%	10%	12%	13%	8%	6%	7%
Spend	9%	7%	6%	8%	11%	8%	8%	11%	11%	6%	8%	7%

Trips Nights Spend

Tourism Day Trips - South East of England - 2023



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	6%	8%	8%	8%	9%	8%	9%	10%	9%	10%	7%	8%
Spend	4%	6%	9%	7%	7%	8%	11%	11%	8%	13%	8%	8%

Trips Spend